

Exhibit 67 to Plaintiff's  
Memorandum of Points and Authorities  
in Support of Its Motion for Temporary  
Restraining Order and Preliminary Injunction  
(PX01317)

**[PORTIONS REDACTED]**

**From:** Cindy Chikahisa  
**Sent:** Saturday, April 29, 2006 4:43 AM  
**To:** MEA Store Director  
**Subject:** WF Intrusion  
Bruce –

[REDACTED] didn't think WF was going to do anything to them. [REDACTED]  
[REDACTED]

Past history has been good. WIL and SAM both had a WF come in between them. They both rebounded and [REDACTED]  
[REDACTED]. [REDACTED]  
[REDACTED] (which Perry always mentions). WF put a store between our two Omaha stores (within 5 miles), and  
[REDACTED] WF is hurting because they can't sustain their store on [REDACTED] a week.

[REDACTED]  
[REDACTED] It's  
a lot easier to have one great one until the population warrants more.

So on one side, I am glad you are already worrying about it (since [REDACTED] didn't) – we need to focus on [REDACTED]  
efforts to get our name out there as much as possible which he is doing, improve the service levels, and really make [REDACTED]  
Wild Oats a place to shop for the service and organic lines. That's what we have over WF – people are already coming  
back to [REDACTED] and saying it was too much money, not enough organic, not friendly people, etc. So I don't want you to  
make everyone frantic over this intrusion. We've dealt with them before, and in some markets have come out just fine.  
They're going to keep coming into our areas, it's a fact of life – I still don't get John Mackey's business sense why he goes  
for less sales just to harm us, but we are not completely helpless.

With your leadership, employees are going to want to stay with us... Let's stay focused on continuing to build your sales,  
improve the service and execute at the highest levels in all departments. Loyal solid employees = loyal customers...

Talk to you soon,  
Cindy C

Cindy Chikahisa  
Director of Operations ~ So Cal/Nevada  
714.743.0874

Redacted

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